

Director of Marketing & Communication Position Description

"Inspiring others through Susan B. Anthony's life and work is our purpose and passion."

The Director of Marketing & Communication develops and implements a dynamic and effective internal and external communication plan for the National Susan B. Anthony Museum & House.

Knowledge and Skill Requirements

- ❖ Excellent face-to-face communication skills and writing ability
- ❖ Graphic design and layout skills and experience
- ❖ Familiarity and experience with social media and online communications
- ❖ Experience with a wide range of software and web-based tools, and a demonstrated ability adapt to new technology and communications tools
- ❖ Ability to prioritize and manage multiple tasks with deadlines
- ❖ Minimum 2 years work experience in social media, graphics, communications, or related field
- ❖ B.A. in communications, creative writing, graphic design, journalism, or related field

Responsible for:

- Communications and public relations plan in alignment with organization's brand and mission
- Media relations and media event planning
- Daily promotion, marketing, advertising, and media relations functions

Scope of Work

- ✓ Develops an annual communication plan and calendar, in coordination with the President & CEO, Deputy Director, Development & Membership Director, and Museum Shop Manager.
- ✓ Coordinates all media relations for the Anthony Museum.
 - Arranges media interviews with the office of the President & CEO.
 - Arranges FAM tours with the Deputy Director.
- ✓ Plans, creates, and develops social media and promotional email strategy and content.
- ✓ Writes press releases and prepares collateral materials for press kits.
- ✓ Updates Museum's website and blog, including press releases and promotional items.
- ✓ Designs layout and graphics for social media and advertising collateral.
- ✓ Maintains an up-to-date media contact list in the organization's database.
- ✓ Proactively pitches stories about the Anthony Museum and its programs, collections, and events to consumer and trade media.
- ✓ Develops and maintains a comprehensive press clipping/video/photo/ media exposure file.
- ✓ Attends meetings of the Visitor Industry Council, as beneficial to the Museum.
- ✓ Produces newsletters and annual Impact Statement with editorial oversight for member newsletter and volunteer newsletter.
- ✓ Updates online events calendars and other websites with Museum's information.
- ✓ Other duties, as may be required.

Employment Status: Part-time (20 hours/ week), some evenings and weekends.

Reports to: President & CEO

Pay Range: \$25-\$30/hr, depending on experience